# Paramount Progress

Volume 2

Hollywood, California March 2000

Number 1

Since the earliest days of the film industry, enterprising theatre owners have found creative ways to promote movies.

Over 85 years ago, Paramount Pictures began publication of a newsletter, *Paramount Progress*. It was designed to help theatre managers promote their films, and to showcase the efforts of those who excelled in doing so. In that spirit we have re-named our modernday newsletter *Paramount Progress*.

We at Paramount Pictures remain committed to providing theatre managers with marketing tools, and marvel at their success in creating imaginative, exciting in-theatre promotions.

Together we continue the tradition of giving moviegoers "The Best Show in Town".

# Paramount Progress

Paramountized\*







& MUCH MORE INSIDE

# EXHIBITOR SERVICES REPRESENTATIVES

## **Fastern Office**

#### PARAMOUNT PICTURES

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#### **NATASHA SCHILLER**

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natasha\_schiller@paramount.com

Washington D.C., Boston, New Haven, Cincinnati, Cleveland Detroit, Indianapolis

## Southern Office

#### PARAMOUNT PICTURES

12222 Merit Drive, Suite 1700 Dallas, TX 75251

#### **ELVIRA GOLDEN**

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Dallas, Oklahoma City, New Orleans, Memphis, Jacksonville

#### TERRI JUSTICE

(972) 387-4400 X105 Fax (972) 387-8429

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#### **JOEL GAJEWSKI**

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Los Angeles, San Francisco, Seattle, Portland, Alaska, Hawaii

#### **BILL SAUGEZ**

(818) 380-7802 Fax (818) 380-7852 william saugez@paramount.com

Chicago, Minneapolis, Milwaukee, Denver, Salt Lake City

## **Canadian Office**

#### PARAMOUNT PICTURES

146 Bloor St. West Toronto, Ontario M5S 1M4

#### TANYA MASON

(416) 969-7142 Fax (416) 922-9931 tanya\_mason@paramount.com

# RULES A HERO SHOULD NEVER HAVE TO STAND ALONE OF ENGAGEMENT

- Flat Trailers
- Scope Trailers
- One-Sheets
- Light Box Standee

Bus Shelters

# M:1-2

- Final Flat Trailers
- Final Scope Trailers
- One-Sheets
- 30-Sheets
- Standees
- Buttons
- Flyer Stat
- Static Clinas
- Mobiles

ceddorie

- Danglers
- Popcorn Bags
- Drink Cups
- Hershey Concession Promotion
- Manager's Contest
- Dolby Digital Balloons



- Flat Trailers
- Scope Trailers
- One-Sheets
- 30-Sheets
- Light Box Standees
- Soundtrack
- Bus Shelters

## **NUMBERS**

- Flat Trailers
- Scope Trailers
- One-Sheets
- 30-Sheets
- Light Box Standees
- Soundtrack
- Bus Shelters

130oz Popcorn Bags Available through

Winpak Technologies

**Packaging Concepts** 

John Irace 314 481-1155

Alfie Blain 416 421-1700 ext. 318

#### Large 44oz Paper Cups Available through

Sweetheart Cups Contact Jack Crabb 913 491-3774

#### **Hershey Representatives**

Northeast: S. Michael Hughes 717 541-1433 Southern: David E. Maddux 972 518-1585 Mid-Central: John L. Santeford 440 979-1706 Midwest: Mark Dieffenbach 630 245-1600 West: Christine H. Lasfalk 303 413-0386

## **Studio Office**

Paramount Pictures 5555 Melrose Avenue Marathon 4112 Hollywood, CA 90038-3197 323/ 956-4836 Fax: 323/ 862-1054 Mark Mulcahy, Executive Director Victor Garcia, Promotions Manager Jennifer Eddy, Materials Coordinator Dinora Rodriguez, Administrator

# BLESS THE CHILD

SAVE THE LAST DANCE

Teaser Flat Trailers

One-Sheets

Standees

Kid's Tray

Flat Trailers

One-Sheets

Bus Shelters

Scope Trailers

Teaser Scope Trailers

LADIES' MAN

- Flat Trailers
- Scope Trailers
- One-Sheets
- Bus Shelters



- Flat Trailers
- Scope Trailers
- One-Sheets
- Manager's Contest
- Kid's Tray
- Banners
- Standees
- Promo Pack
- Drink Cups
- Popcorn Bags
- Bus Shelters
- 30-Sheets

# IN \$\$\$ with Paramount's Trailer Recycling Program

1. Return your Paramount trailers to Paramount c/o Premiere House once our feature has opened. (If you have a centralized theatre location/office that handles trailers and would like to bulk ship trailers back to Premiere House, we can provide a UPS Ground number to save you the shipping cost. Contact your Exhibitor Services Rep for further information.)

- 2. Every other month, ten names, chosen at random, will receive a \$50.00 check.
- 3. Ship all trailers with your full name, complete theatre address and phone number to: Paramount Pictures,

c/o Premiere House, 21330 Superior Street, Chatsworth, CA 91311-4312

# RULES A HERO SHOULD NEVER HAVE TO STAND ALONE OF ENGAGEMENT



Col. Terry Childers (Samuel L. Jackson) is a 30-year Marine veteran, a decorated officer with combat experience in Vietnam, Beirut and Desert Storm; a patriot and a hero. But now the country he served so well has put him on trial for a rescue mission that went terribly wrong. For his attorney, he has chosen Marine Col. Hays Hodges (Tommy Lee Jones), a comrade in arms who owes his life to Childers. Hodges is not the best lawyer in service, but Childers trusts him as a brother Marine who knows what it's like to risk death under fire. Bound by duty and friendship, Hodges takes the case even as he begins to doubt the man who saved his life in Vietnam three decades before.

Paramount Pictures presents in association with Seven Arts Pictures a Richard Zanuck/Scott Rudin Production. A William Friedkin Film. Co-Producers Arne Schmidt. Executive Producer Adam Schroeder. Story by James Webb. Screenplay by Stephen Gaghan. Produced by Richard Zanuck and Scott Rudin. Directed by William Friedkin.

# **M:i-2**

After the outstanding success of "Mission: Impossible" in 1996, which still holds the record for the largest non-sequel Memorial weekend opening; Tom Cruise reprises his roles as agent Ethan Hunt for director John Woo in this summer's romantic action-thriller, "Mission Impossible 2."

The film, shot mainly on location in Australia, re-teamed producers Tom Cruise and Paula Wagner of C/W Productions with Paramount Pictures.

Paramount Pictures presents a Cruise/Wagner Production. A John Woo Film. Executive Producers Terence Chang and Paul Hitchcock. Based on the television series created by Bruce Geller. Written by Robert Towne. Produced by Tom Cruise.



Spring & Summer 2000

## SHAFT

An icon for an entire generation of young filmgoers, detective John Shaft now takes on the New York of 2000. Shaft has thrown himself into the city's seamy underbelly, facing down cops and criminals who want him dead and a legal system that thrives on money, not justice.

Paramount Pictures presents a Scott Rudin/New Deal Production. A John Singleton Film. Executive Producers Paul Hall and Steve Nicolaides. Based on the motion picture "Shaft" from the Turner Entertainment Co. Library. Story by John Singleton, Shane Salerno, Richard Price. Screenplay by Richard Price. Produced by Scott Rudin, John Singleton, Adam Schroeder. Directed by John Singleton.

## **NUMBERS**

John Travolta stars as Russ Richards, a TV weatherman and local celebrity who's on the verge of losing his shirt. What money he doesn't squander on his own lavish lifestyle he loses in an unsuccessful snowmobile dealership he owns. Desperate to escape financial ruin, Russ schemes with Crystal Latroy (Lisa Kudrow), the TV station's lotto ball girl, to rig the state lottery drawing. The numbers come up right, but everything else goes wrong as their plan starts to unravel and the game turns rough.

Paramount Pictures presents a Jonahtan D. Krane Production. A Nora Ephron Film. A Mad Chance Production. In Association with Alphaville. Executive Producer G. Mac Brown. Produced by Andrew Lazar, Jonathan D. Krane, Sean Daniel, Nora Ephron. Written by Adam Resnick. Directed by Nora Ephron.

# **SAVE THE LAST DANCE**

The musical drama (echoing both "Saturday Night Fever" and "Dirty Dancing") depicts a complicated clash of cultures, both ethnic and artistic, in telling the story of a white, middle-class, small town teen, Sara (Stiles), thrust into an unfamiliar world when she enrolls in an inner city virtually all-black Chicago high school following her mother's untimely death. There, she finds solace and affection with a handsome, gifted and popular African-American student Derek (Thomas). The romance flourishes because the pair shares a passion for dance – she was once an aspiring ballerina, and he the crown prince of a local hip-hop hangout. However, the couple faces a growing antagonism toward their budding romance, as well as struggles with their own individual obstacles. At stake are Derek's hopes for a better life and Sara's recovery of her dreams.

A Paramount Pictures Presentation. Written by Duane Adler and Cheryl Edwards. Producers Robert Cort and David Madden. Directed by Thomas Carter.

# **Tentative Release Schedule**

Rules of Engagement - 4/7/00

Mission Impossible 2 - Memorial Day 2000

Shaft - Summer 2000

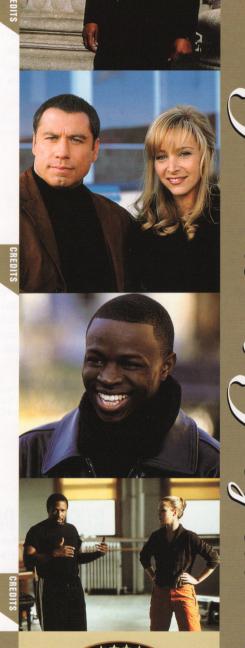
Numbers - Summer 2000

Save the Last Dance - Summer 2000

Ladies' Man - Fall 2000

Bless the Child - Fall 2000

Rugrats in Paris - The Movie - Thanksgiving 2000



# LADIES' MAN

Leon Phelps (Tim Meadows) is the grooviest, smooth-talking, woman-chaser around. Known suitably to all as The Ladies' Man, Leon hosts a popular latenight radio call-in show dispensing advice on affairs of the heart. After hundreds and thousands of conquests, Leon is the self-proclaimed expert on ....the ladies.

After being ejected from his job for one too many vulgar and inappropriate comments, he successfully seeks employment from every radio station in Chicago. Out of options, Leon receives a mysterious letter from his "true love" asking him to return to her—and the money! Problem solved. All Leon has to do is figure out who she is. While he actively backtracks through his book of ladies, a posse of scorned husbands band together to hunt down the mysterious lover and their wives.

Paramount Pictures presents in Association with SNL Studios, a Lorne Michaels Production. Executive Producers Robert K. Weiss and Erin Fraser. Screenplay by Tim Meadows, Dennis McNicholas, Andrew Steele. Produced by Lorne Michaels. Directed by Reginald Hudlin.

# **BLESS THE CHILD**

Kim Basinger stars as Maggie O'Connor, a woman whose well-ordered, practical universe has no room for such vague concepts as Good and Evil. But when her six-year-old niece Cody is forcibly abducted, Maggie learns that Evil is very real indeed. For Cody is more than simply "special"; she manifests extraordinary powers that the forces of Evil have waited centuries to control. Aided by an investigator who specializes in supernatural phenomenon, played by Jimmy Smits, they together take on the forces of darkness in a battle for Cody's very soul in this riveting modern-day thriller.

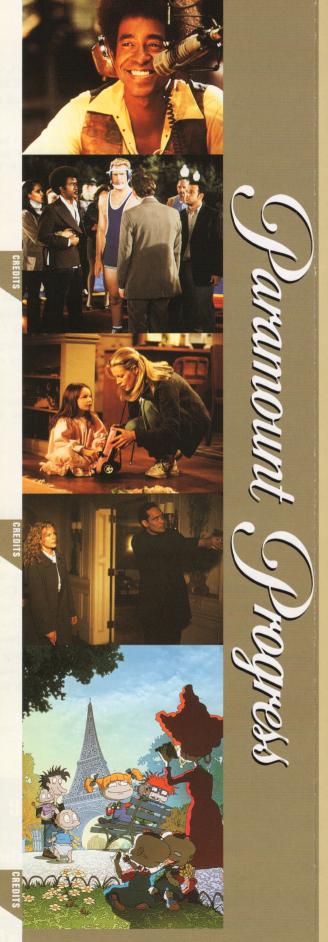
Paramount Pictures and Icon Production present a Mace Neufeld Production. A Chuck Russell Film. Co-Producer Stratton Leopold. Based on the novel The Devil in the Sixth Circle by Cathy Cash Spellman. Executive Producers Bruce Davey and Robert Rehme. Screenplay by Clifford Green and Ellen Green. Produced by Mace Neufeld. Directed by Chuck Russell.

# **RUGRATS IN PARIS - THE MOVIE**

Wishes come true in "Rugrats in Paris – The Movie," and love makes its way into the hearts of those young, old, and overseas. Chuckie's dad Chas starts dating again, and it's Chuckie's wish to find a new mom. When Stu Pickles is summoned to Reptarland, an amazing new amusement park in Paris, to work on his Reptar invention, Tommy, Chuckie, Angelica, Lil, Phil, Baby Dil, Didi and the whole gang tag along to the city of romance.

But the Rugrats' big adventure turns out to be more than glamour, fashion and smelly cheese. Chuckie learns that when it comes to princesses and potential mommies, things are not always what they seem, and for Chas, finding the right woman can be difficult in any language. As the Rugrats' travels take them from the Eiffel Tower to Notre Dame and everywhere in between, the world's favorite babies learn new lessons about courage, loyalty, trust and above all, true love.

Paramount Pictures and Nickelodeon Movies present in Association with Klasky Csupo, Inc. Co-Producers Eryk Casemiro, Julia Pistor, Hal Waite. Executive Producer Albie Hecht. Written by J. David Stem, David N. Weiss, Jill Gorey, Barbara Herndon, Kate Boutilier. Produced by Arlene Klasky and Gabor Csupo. Directed by Stig Bergqvist and Paul Demeyer.



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# Promoting Paramount movies in theatres is an 88-year tradition. Paramount salutes these creative theatre managers.



Regal Everett 9 #48610 830 SE Everett Mall Way, Everett, WA 98208 We displayed 18 Sleepy Hollow one-sheets on the back walls of our concession stands.



Theatre Managers: Jennifer Goerner, Michelle Walls, Serina Patel, Cheri Christensen, Ken Joosten Theater staff borrowed costumes from Cross Promotional Partners.



Please send us your photos. If you are featured in a future issue, you will receive a free gift.

LANCASTER, PA., March 10, 1915.

Paramount Pictures Corporation,

110 West 40th Street, New York City.

#### GENTLEMEN:

Being in the Moving Picture Business for almost eight years and always on the lookout for the best service for my patrons, I find that the best move I have ever made in that line was contracting for PARAMONT PICTURES.

PARAMOUNT PICTURES have made my theatre the PARAMOUNT PLAYHOUSE, drawing the best people, invariably those who previously would not think of going into a picture theatre.

I also wish to express my appreciation for the cooperation existing between the Paramount Corporation and the exhibitors.

Wishing you every success, I remain,

Respectfully,

G. B. Krupa. Mgr. The Hippodrome.